
 --1. (Twice Amended) A liquid crystal display device comprising:

an illumination device;

 a light control element arranged at a projected light side of the illumination device;


a reflective polarizer arranged at an upper portion of the light control element so that a polarized light transmission axis of the reflective polarizer is adjusted so as to be substantially perpendicular or substantially parallel to a control axis of the light control element;


a liquid crystal display element for controlling polarization of projected light projected from the reflective polarizer; and

a screen arranged at an upper portion of the liquid crystal display element;

wherein the light control element is the only light control element arranged between the illumination device and the reflective polarizer.--

 --5. (Twice Amended) A liquid crystal display device according to claim 3,

 wherein the screen is composed so as to absorb external light and to transmit the projected light from the illumination device.--

 --11. (Twice Amended) A liquid crystal display device comprising:

 an illumination device;

a light control element arranged at a projected light side of the illumination device;

a reflective polarizer arranged at an upper portion of the light control element so that a polarized light transmission axis of the reflective polarizer is adjusted so as to increase a transmission rate of projected light from the illumination device;

a liquid crystal display element for controlling polarization of projected light projected from the reflective polarizer; and

a screen arranged at an upper portion of the liquid crystal display element;

wherein the liquid crystal display element includes:

at least a pair of transparent substrates;

a liquid crystal layer interposed between the pair of transparent substrates; and

a pair of absorption type polarizers arranged so that the pair of transparent substrates are held between the pair of absorption type polarizers; and

wherein a half-value width of projected light θ_1 (an angular range wherein a brightness becomes 1/2 of a peak value) from the illumination device in at least a certain direction satisfies a relationship expressed by the following equation:

$$\theta_1 \leq \sin^{-1}(n \cdot \sin(\tan^{-1}(2d/t)))$$

where

t is a thickness of each of the pair of transparent substrates,

n is a refractive index of each of the pair of transparent substrates,
and

d is a length of the pixel in a minor axis direction of the pixel.

12. (Three Times Amended) A liquid crystal display device according to claim 10, wherein the liquid crystal layer, the reflective polarizer, the absorption type polarizers, and the reflective color selective layer are arranged so that a stripe direction of the reflective color selective layer coincides with an axis in a scattering direction of the screen.

13. (Twice Amended) A liquid crystal display device comprising:

an illumination device;

a light control element arranged at a projected light side of the illumination device;

a reflective polarizer arranged at an upper portion of the light control element so that a polarized light transmission axis of the reflective polarizer is adjusted so as to be substantially perpendicular or substantially parallel to a control axis of the light control element;

a liquid crystal display element for controlling polarization of projected light projected from the reflective polarizer so that a major axis direction of a pixel of the liquid crystal display element is arranged approximately parallel to a direction in which a linearly polarized light component of projected light projected from the illumination device is high; and

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a screen arranged at an upper portion of the liquid crystal display element;

wherein the light control element is the only light control element arranged between the illumination device and the reflective polarizer.--

22 --19. (Twice Amended) A liquid crystal display device comprising:

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an illumination device;

a light control element arranged at a projected light side of the illumination device;

a reflective polarizer arranged at an upper portion of the light control element;

a liquid crystal display element for controlling polarization of projected light projected from the reflective polarizer so that a major axis direction of a pixel of the liquid crystal display element is arranged approximately parallel to a direction in which a linearly polarized light component of projected light projected from the illumination device is high; and

a screen arranged at an upper portion of the liquid crystal display element;

wherein the liquid crystal display element includes:

at least a pair of transparent substrates;

a liquid crystal layer interposed between the pair of transparent substrates; and

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cont.

a pair of absorption type polarizers arranged so that the pair of transparent substrates are held between pair of absorption type polarizers; and

wherein a half-value width of projected light θ_1 (an angular range wherein a brightness becomes 1/2 of a peak value) from the illumination device in at least a certain direction satisfies a relationship expressed by the following equation:

$$\theta_1 \leq \sin^{-1}(n \cdot \sin(\tan^{-1}(2d/t)))$$

where

t is a thickness of each of the pair of transparent substrates,

n is a refractive index of each of the pair of transparent substrates,

and

d is a length of the pixel in a minor axis direction of the pixel.

23 20. (Twice Amended) A liquid crystal display device comprising:

an illumination device;

a light control element arranged at a projected light side of the illumination device;

a reflective polarizer arranged at an upper portion of the light control element so that a polarized light transmission axis of the reflective polarizer is so that a polarized light transmission axis of the reflective polarizer is adjusted so as to be substantially perpendicular or substantially parallel to a control axis of the light control element;

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a liquid crystal display element for controlling polarization of projected light projected from the reflective polarizer so that a major axis direction of a pixel of the liquid crystal display element is arranged approximately parallel to a direction in which a linearly polarized light component of the polarized light projected from the illumination device is high; and

a screen arranged at an upper portion of the liquid crystal display element;

wherein the light control element is the only light control element arranged between the illumination device and the reflective polarizer.--
